

**Table 1 – Participating Wineries**

Winery	No. of Completed Surveys
Biltmore	155
Shelton	135
Childress	109
Iron Gate	105
RagApple Lassie	100
Silver Coast	90
Rockhouse	45
Banner Elk	42
Duplin	40
Dennis	33
Chatham Hill	27
Raylen	24
Cypress Bend	20
<b>TOTAL</b>	<b>925</b>

This report is divided into multiple sections. The first section provides a demographic description of the respondents. The second describes the visitors' motivations and secondary experiences prompting or facilitating enjoyment during the visit. The third section describes the information sources upon which the NC wine tourist surveyed relied upon. Next a segmentation analysis of instate vs. out of state visitors and daytrippers vs. overnight visitors is described and the final section summarizes the overall experience of visiting a North Carolina winery.

### **Demographic Characteristics of the Respondents**

The demographic analysis includes respondent gender, income, education, and visitor origin by state or country. The travel party analysis includes the number of people in the